



# Virginia Green Events



## Profile:

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## The Rock 'n' Roll 1/2 Marathon 2008 August 31, 2008 Virginia Beach, Virginia

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**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

### Rock 'n' Roll 1/2 Marathon 2008

*The eighth annual Rock 'n' Roll Half Marathon presented by SunTrust will take over the Virginia Beach oceanfront on August 31, 2008. Fast as it is flat, these 13.1 seaside miles stretch through one of America's most scenic beach communities. The race starts adjacent to the Virginia Beach Convention Center, runs through the resort area, and finishes on the breathtaking oceanfront boardwalk. Over 20 local bands are set to play on 14 stages along the course. Some of the premier east coast bands will keep you groovin' towards the finish line! You will be treated to everything from classic rock to R&B and reggae to disco.*



**"Why did the Rock 'n' Roll Half Marathon go green?"** *As a leader in the running community, The Rock 'n' Roll Half Marathon wants to lead by example when it comes to going green - showing participants and spectators that large events can recycle will motivate individuals and households to do the same.*

### CORE ACTIVITIES for Virginia Green EVENTS

“☑” This symbol indicates a required activity/commitment for Virginia Green Restaurants. Participants self-certify that these activities are in place and they provide additional specifics on other activities. When participating in the Rock 'n' Roll Half Marathon, you can expect the following practices:

- ☑ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
  - Aluminum Cans, Plastic Bottles, Cardboard

☒ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.

- No styrofoam products!

☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!

- Our 2008 materials have already been printed, but we are significantly reducing the number of printed pieces in 2009 and promoting participants to register online instead of generating paper waste.
- We plan to use green specification for 2009.
- Using electronic registration, correspondence and forms

☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.

- Chose to have the event centered at the Virginia Beach Convention Center – a certified Virginia Green facility. And the City of Virginia Beach now provides recycling as well!
- We are encouraging exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
- We are encouraging the use of mass-transit and carpooling to our event.



☒ **Green Signage.** Event planners must commit to **tell their participants about *how green*** the event is. Event signage should include the *Virginia Green* logo and list all “green activities” practiced in the planning and operation of the event.

- We’ve posting web-link to the Virginia Green Events webpage
- Created a green event section on your event’s webpage highlighting green activities
- Posted signs at registration which lists all of your green activities
- Used the Virginia Green logo on signs and at recycling centers

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For more information on **The Rock ‘n’ Roll ½ Marathon**, see [www.nrvb.com](http://www.nrvb.com) or contact Erin Gaul at 858-450-6510 or [egaul@eliteracing.com](mailto:egaul@eliteracing.com)

For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/viriniagreen](http://www.deq.virginia.gov/p2/viriniagreen). Click on “Events” for a more of green events.



**Virginia Green** is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

